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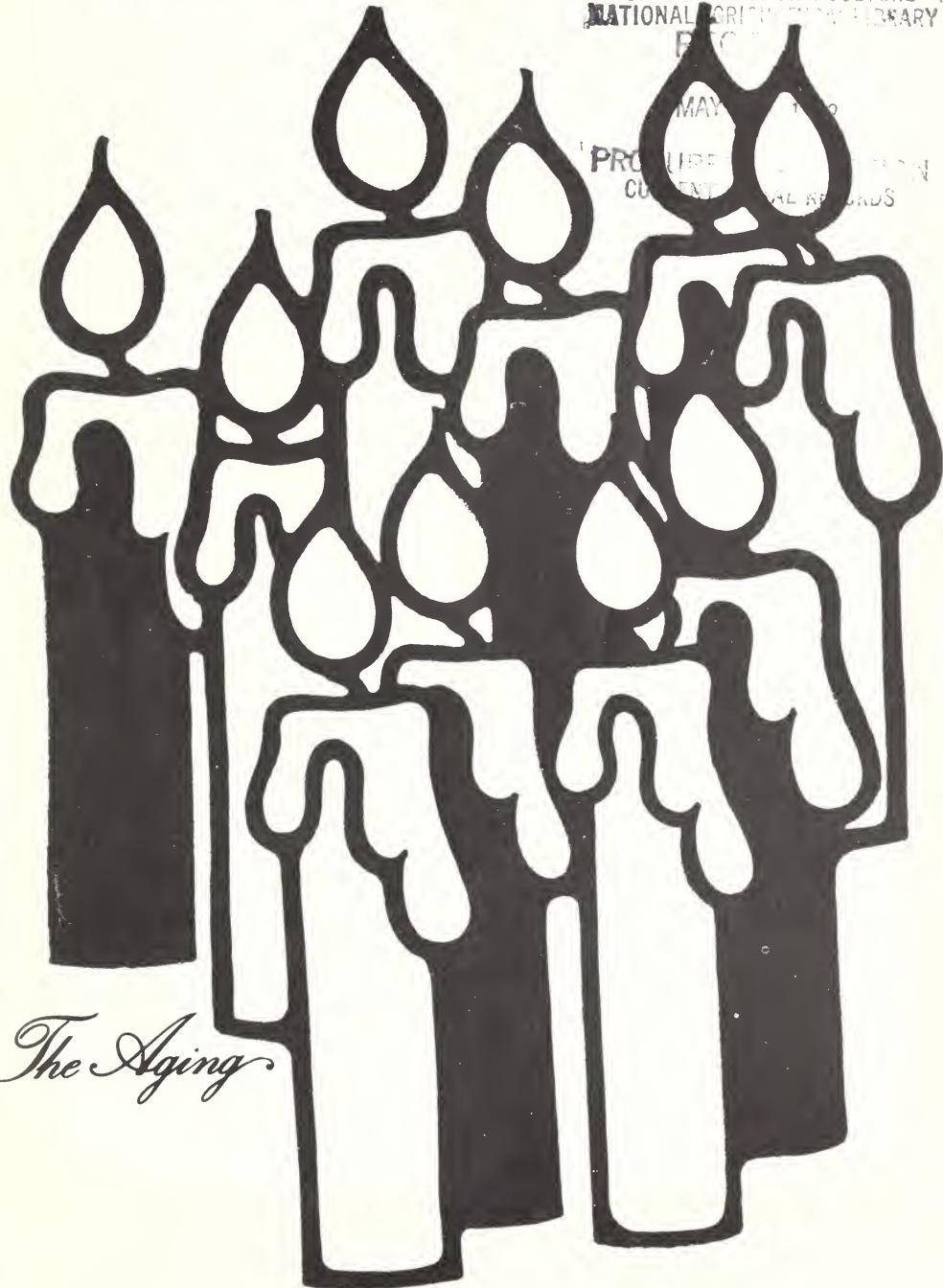
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*The Aging*

# *The Aging*

## **OUR FASTEST GROWING MINORITY**

On the day you read this issue of the Agricultural Situation, some 4,000 Americans—two-fifths of them living on farms or in small towns or other nonmetropolitan places—will celebrate their 65th birthday. As they do, they will join the ranks of America's fastest growing minority—the aging.

The aging represented one of every 10 persons living in the United States in 1970—and nearly one of every nine in nonmetropolitan places. Strangely, though we all strive to live long enough to become part of this minority, their's is not always a happy lot.

Many of the aging have to struggle for social status. Most have to struggle for economic survival. All have to struggle against being pushed out of the mainstream into a subculture of poverty and uselessness.

Reprinted here are portions of a talk concerning the aging given at USDA's 1972 National Agricultural Outlook Conference. The speaker is Herman B. Brotman, assistant to the commissioner, Administration on Aging, U.S. Department of Health, Education, and Welfare.

### *Our Fastest Growing Minority*

The United States large aged population is a rather new phenomenon,

new to this century. Since 1900, the 65+ population has grown much faster than the rest of the population and the 75+ segment has grown even faster.

At the turn of the century, there were 3 million older people, every 25th American. Today there are 20 million, every 10th American. If present very low birth rates continue, by the year 2000 we will have almost 29 million older citizens, every ninth American.

### *Why We're Living Longer*

The dramatic increase in the number of elderly people doesn't mean that older people are living very much longer, just that more people are reaching old age.

The real increase in life expectancy has occurred in infancy and childhood. Since 1900, life expectancy at birth has increased from 47 to 70 years—a gain of 23 years. For 65-year-olds, the increase in life expectancy has amounted to only 2 to 3 years since the turn of the century.

However, if major medical breakthroughs are achieved, dramatic changes can be anticipated. If we could completely eliminate deaths after age 65 from the No. 1 killer of older persons—cardio-vascular-renal disease—life expectancy for those age 65 would jump 10 years—from 15 to 25 years.

### *Part of Every Community*

Ninety-five percent of all older Americans live in the normal community—not in institutions—and they depend on community resources and services for survival.

More than 80 percent of older men live in a family setting, 70 percent with a wife present. Another 16 percent live alone or with someone who isn't a relative. Less than 4 percent are in institutions.

Among older women, only 61 percent live in a family setting and only 34 percent with a husband present. An astonishing 35 percent live alone or with nonrelatives—leaving over 4 percent in institutions.

## *Far From Decrepit*

Chronic health conditions among the elderly range from visual impairment corrected by glasses to completely disabling arthritis.

Of the older people outside of institutions, 14 percent have no chronic conditions at all and 67 percent have chronic conditions that do not interfere in any way with their mobility. In other words, a total of 81 percent of the aged in the community have no health limitations on their mobility.

Another 8 percent have some trouble getting around but can still manage on their own, sometimes using a mechanical aid. Six percent need the help of another person to get around while only 5 percent is homebound.

The overwhelming majority of older people can easily manage in the community if society permits. They could manage even better if society would encourage such activity through the provision of essential services.



## *The Economic Facts of Life*

The median income of older families and individuals is consistently less than half of that of their younger counterparts. In 1970, the median income of older couples was about \$86 a week and of older people living alone or with nonrelatives, \$37 a week.

According to the official poverty index, in 1970 almost 5 million, or a quarter of all older Americans lived in households with total income below the poverty threshold for that type and location of household.

Of the aged poor, about 65 percent were women and 85 percent were white. Although the total number of poor is decreasing, the aged poor form a slowly increasing portion of the total. The aged make up 10 percent of the population but 20 percent of the poor.

### *Spending Patterns*

Having only half the income, older people spend only about half as much as do younger consumers. But it can't be concluded that older people actually *need* so much less; they just can't afford a more reasonable standard of living.

Proportionately, older consumers spend more of their income on food, housing, household operations, and medical care than do younger people. To compensate for these larger expenditures for essentials, they spend proportionately less on transportation, clothing, household furnishings, and recreation.

Paying the cost of purchasing health care for the older population is complicated not only by the fact that their needs increase just as their incomes are slashed by retirement but also by the fact that their needs change to long term care as the result of the prevalence of chronic conditions, diseases, and impairments.

In fiscal 1970, per capital health care expenditures for older persons were three and a half times as high as for under-65 persons, \$791 versus \$226. Two-thirds of the bill for older persons was paid by public programs.

## OLD AGE: TWO VIEWS

Growing old isn't so bad. When you're over 65 you get a good deal more respect and have more influence than when you're under 21, said a group of rural residents themselves in the 20-to-29-year bracket.

Don't you believe it, countered a group of oldsters 65 and over in the same county. Our age group is the least respected and just about the least influential of all—and we've got more worries and more work problems.

These two completely divergent views on aging—one held by young people looking ahead a few decades, the other by old folks with first hand experience—were expressed to a sociologist in USDA's Economic Research Service.

Perhaps because they were living through it, the rural oldsters tended to be far more negative about aging. More than the young people, they saw themselves to be bossy and grouchy, lonely, and miserable more of the time than other age groups.

## FRIENDLY FARMERS

The best thing in life is . . . friendship.

That, at least, was the consensus of a group of older Iowa farmers who participated in a USDA study on the attitudes of elderly workers.

The Iowans' answers exploded a long-held myth that farmers, representing as they do the basic point of view of rural America, revere work above all.

Actually the farmers put work No. 2, behind friendship but ahead of material comfort and recreation.

The purpose of the Iowa study was to find out how older workers felt about life in general and their place in it in particular. The study was conducted jointly by sociologists in the Economic Research Service and the Iowa Agricultural Experiment Station, with funds granted by the Department of Health, Education, and Welfare.

All of the men interviewed were over

50 but still actively employed. Besides farmers, the sociologists contacted factory workers, merchants, and salaried and self-employed professionals.

As a rule, it was the nonfarmers—and especially the professionals—who ranked work ahead of the other three values. Friendship usually came second with these men while material comfort and recreation were accorded third and fourth place, respectively.

The older farmers, along with the others, were also asked such questions as: How well do you like your work? Would you pick the same line of work if you could start all over again?

While the older farmers came out ahead of the factory workers on the basis of job satisfaction, they weren't as enthusiastic about their occupation as many of the workers in other fields. The most gung-ho types were the self-employed professionals.

Also, regardless of their line of work, the oldest men were more likely to be happy with their jobs than the "young" ones in their early 50's. The probable explanation for this seeming anomaly: The less enthusiastic and dedicated workers among the older group had retired, leaving an above-average share of people who really enjoyed what they were doing and were still on the job.

"Suppose you were offered an annuity that would provide you with a living equal to what you now have for the rest of your life. There would be no strings attached *except* that you would have to quit doing any work for pay or profit. Would you take it?" the sociologists asked.

A nice offer—but the farmers didn't jump for it quite as readily as their No. 2 priority for work and their less-than-wild devotion to farming might have indicated. In fact, only 56 percent said they'd accept such an offer.

Among nonfarmers, yes-men on this proposition represented 72 percent of the factory workers, 57 percent of the merchants, 56 percent of the salaried professionals, and 42 percent of the self-employed professionals.



## SPOTLIGHT ON MARYLAND

"Some Marylanders call their State 'America in Miniature' and that description certainly fits our agriculture," Byron R. Bookhout, statistician in charge of SRS' Crop Livestock Reporting Service at College Park, remarked in an interview recently.

"From the Atlantic Ocean west to the Allegheny and Appalachian Mountains, Maryland contains about 700 soil types."

"We've got some of most crops—such as corn and apples; a lot of one 'crop'—broilers; and all of the Type 32 Broadleaf tobacco."

Bookhout talked a little about the Free State's geography. Maryland's nine easternmost counties are cut off from the rest of the State by the Chesapeake Bay.

Maryland's Eastern Shore still is almost totally rural, even though it was first settled during the mid-1600's. Here farmers grow sizable acreages of corn and soybeans on flatland. "You almost feel as if you're in the Corn Belt rather than the East," Bookhout said.

Maryland's corn production, though not large by midwestern standards, has doubled during the past two decades—mostly in response to the need for more broiler feed. "In 1970, production stood at over 40 million bushels, earning Marylanders almost a tenth of their \$393.6 million in cash receipts from farming," mentioned Bookhout.

Soybean production is concentrated on the Eastern Shore. Production in 1970 totaled 5.1 million bushels.

The Eastern Shore makes up part of the Delmarva Peninsula, an area shared with Delaware and Virginia. Delmarva means broilers and small as it is, the area racks up extremely impressive national broiler figures.

In 1970, Maryland ranked No. 6 in commercial broiler production with over 185 million birds raised, almost all on the Eastern Shore. Broilers represented almost \$107 million in cash farm income . . . 27 percent of the State's total.

Elsewhere in Maryland five counties grow the unique Type 32 Broadleaf, commonly known as Maryland tobacco. This air-cured tobacco has excellent burning qualities, and a little of it is added to most American and some foreign cigarettes.

About 2 percent of the average American cigarette consists of Maryland tobacco, which helps the cigarette ignite readily and burn easily.

In 1970, Maryland produced somewhat over 29 million pounds of tobacco on 27,000 acres; value \$23.1 million. All this was Type 32, which earned farmers in the five counties most of their farm income. Type 32 Broadleaf also earned the Nation foreign exchange—40 percent of the crop was exported, mainly to Switzerland.

Between Baltimore and Washington, D.C., there is one very important 10,000-acre farm, Beltsville.

At USDA's Agricultural Research Center about a thousand scientists work to help improve food and fiber production.

They use over 1,000 barns, green-

houses, poultry houses, shops, offices and other buildings in their work. The Center's animal population includes nearly 4,000 large animals, such as cattle and hogs, 3,500 chickens and turkeys, and 3,000 small research animals such as guinea pigs and mice.

To the northwest of Baltimore-Washington, the State's dairy industry is centered in three counties near the Pennsylvania border, otherwise known as the Mason-Dixon line, which produced 53 percent of the almost 1.6 billion pounds of milk produced in the State in 1970.

While fruit production is scattered throughout the Free State, it becomes important as a commercial crop in the hilly areas of west-central Maryland. In 1970 apple production totaled 69 million pounds (production value near \$3.5 million) and peach produc-

tion hit 23 million pounds (worth over \$2 million).

Vegetables occupy 60,000 acres: 12,000 for fresh market and 48,000 for processing. Almost one-third of the acreage is near Baltimore and Washington, with the remainder on the level Eastern Shore. Cash receipts for such crops as watermelons, tomatoes, sweet corn, snap beans, green peas, and asparagus earned Maryland farmers \$15 million in 1970.

"When you talk about Maryland agriculture you have to mention the closeness to the great Megalopolis, an urban area that stretches from Boston to Washington, D.C. It contains one-sixth of the population of the United States—36.2 million people," added Bookhout. "This concentration of people offers great market opportunities for Maryland farmers."



Beltsville (above) a 10,000-acre tract devoted to agricultural research, lies on U.S. 1 between Washington and Baltimore. Maryland tobacco farmers (left) watch the demonstration of a new harvester.

## TOBACCO'S TURN

The tobacco and health issue has attracted the headlines, but a major topic of conversation along tobacco road these days is what's happening with mechanization.

A rundown of recent developments includes the following:

*Leaf mechanization:* Manufacturers of automatic leaf harvesters say that 26 machines were in operation in the flue-cured area during 1971.

They expect from 75 to 100 machines to be in the fields this year.

At present, a multi-pass harvester reduces labor by 150 man-hours per acre. It takes 190 hours to do it by hand and only 40 with machines.

Mechanization was not without its difficulties, and some were human. Many farmers did not follow cultural practices that go with tobacco equipment. Machine operating efficiency was impaired by inadequate weed and sucker control, improper row spacing and insufficient turning room for equipment.

These problems can be classified as learning experiences which will be overcome given the prompting of rising wage rates and declining numbers of qualified field workers.

Also, machines are improving and smoking tobacco manufacturers are more willing to accept tangled leaf tobacco.

*Stalk mechanization:* So far, mechanization for stalk tobacco has been limited to Maryland, where 18 stalk cutters were used in 1971. Most of the users had farm labor problems.

The machine did nothing more than cut stalks that then had to be speared by hand.

Cut and spear machines were tried experimentally in 1971, but the chances for their adoption for burley and other stalk cut tobaccos appear slim in the near future. Labor savings—even at double present rates—would be more than offset by equipment costs.

However, a mechanical stripping device for burley shows some promise

of reducing the labor devoted to this crop.

Right now, it takes about 120 hours of hand labor to strip and tie an acre of burley. The machine may reduce this to 30 hours.

This machine is still in the testing stages, and eventual cost and timetable for adoption can only be guessed at.

## THE SMOKE INDEX

During 1972, U.S. smokers will light about the same number of cigarettes on a per capita basis as they did last year. That was 4,040 cigarettes, or 202 packs, for everyone 18 years or older . . . 2 percent or about 40 cigarettes above 1970. Before 1971, per capita use had been declining for 4 years.

With more people of smoking age and incomes trending up, total cigarette use gained last year and may gain again this one—despite rising prices and the absence of broadcast advertising.

Retail cigarette prices rose 4½ percent during 1971 because State and local taxes increased and wholesale-retail margins went higher. State taxes range from North Carolina's 2 cents to Connecticut's 21 cents. This year, further State excise taxes and cost-justified price hikes seem likely.

However, although more cigarettes—which take about four-fifths of the tobacco used in the United States—get lit, less tobacco gets used per smoke.

Tobacco per cigarette has declined about 2 percent yearly over the past two decades as the production of filter cigarettes continues to advance. Not only do they have a shorter tobacco column than most nonfilter brands, they rely more heavily on leaf midribs and processed sheet tobacco. Decreased circumference is also a factor at times.

During the years 1950–54 manufacturers used about 2¾ pounds of tobacco to make 1,000 cigarettes. By 1971, it stood at 1.9 pounds.

# LOTS MORE THAN STEAK



## OUTSIDE: HIDE

Growing beef production over the last decade has boosted the U.S. cattle hide supply by approximately a fourth—from 27.6 to 36.5 million hides from 1960 to 1970.

However, a smaller proportion of U.S. cattle hides is going into the domestic leather industry—in particular, shoes. In the early 1960's, the U.S. shoe industry took about 70 percent of hide production while by 1970 use had declined to about 50 percent.

Domestic shoe production has been declining since 1968 when 642 million pairs were produced. The 1970 production totaled 559 million pairs, and in the first 8 months of 1971 shoe production decreased nearly 5 percent from the same period in 1970.

The reduction in domestic shoe manufacture mainly reflects foreign competition. Imports of leather and other nonrubber shoes captured about 30 percent of the U.S. shoe market in 1970, as compared with 12 percent in 1965.

Italy and Spain supplied over three-quarters of our leather shoe imports in 1970. The sales power of Italian and Spanish shoes can be credited almost totally to low prices, resulting from lower wage rates in those countries.

Manmade substitutes for leather further complicate the demand picture for hides. Research has developed materials that will outwear leather soling materials.

In addition, some of these materials can be molded on the shoe upper, reducing labor. As a result, leather has been largely replaced by manmade materials for shoe soles. Only 16 percent of domestic shoes have leather soles.

The development of leather replacements for shoe uppers has not been so successful. Materials have been developed that will allow moist air to pass out but they do not wick moisture away or stretch as does leather.

Nonporous materials are available but are not as comfortable as leather when used in shoes.

In 1970, two-thirds of domestic shoes had all-leather uppers, a slight increase from the low in 1968.

There's been little change in the proportion of hides used in gloves and garments and other leather products over the past decade—but there has been a big gain in exports.

Shipments overseas represented only about 24 percent of U.S. cattle hide use in the early 1960's, but over 42 percent in 1970. The number of untanned cattle hides exported rose from less than 7 million in the early 1960's to slightly under 15 million in 1970.

Japan is our best cattle hide customer, buying 41 percent of the exports in 1970. Mexico bought 13 percent, and the USSR was third with 10 percent. Canada and West Germany each bought about 5 percent of our cattle hide exports, with all other nations accounting for about 26 percent.



## INSIDE: TALLOW

Finding new markets for inedible tallow is a mounting challenge for U.S. renderers.

Largely a byproduct of cattle slaughter and beef production U.S. tallow output soared from 2.3 billion pounds to 5.4 billion during 1950-71. And a slowdown isn't in sight.

Projections point to a one-third gain in beef output during the 1970's. That means by 1980 the rendering industry might be looking for ways of disposing of about 7 billion pounds of inedible tallow.

In the United States today, the most extensive tallow use is in animal feeds. From 71 million pounds in 1953, tallow used in feed mixtures topped 1.4 billion pounds last year.

Tallow is valuable in animal feeds because it aids in livestock growth and feeding efficiency. It also enhances the appearance of feed, reduces feed dustiness and wear on feed equipment, and helps homogenize and stabilize the feed mixture particles.

Tallow use in prepared feeds should keep gaining at a moderate pace in the years to come. Some of the motivating factors include the uptrend in livestock output, rising production of commercially prepared feeds, more widespread application of fats to feeds and a slight increase in the level of fat added.

The soap industry, a rich outlet for tallow before the advent of chemical detergents, used only 0.6 billion pounds of fat in 1970—chiefly in the manufacture of slow-lathering products.

Research is being conducted on a modified tallow soap to replace phosphate detergents that tend to pollute water.

The new tallow-based product would be biodegradable and acceptable to consumers because it wouldn't leave that "ring around the bathtub" familiar with ordinary tallow soaps.

If successful, modified tallow soaps would be efficient for both bath and laundry uses in either hard or soft water. The new product might make the soap industry into a major tallow user once again.

Tallow also shows up in lubricants and oils, paints, varnishes, printing inks, and various industrial uses.

Currently the fastest growing outlet for our tallow is exports. From 509 million pounds in 1950, U.S. tallow exports billowed to 2.6 billion pounds in 1970—nearly half U.S. production that year. The average annual rate of increase was 10 percent over the 20-year period.

Japan, the Netherlands, India, UAR (Egypt), Spain, South Korea, and Pakistan are the major markets for U.S. tallow. Collectively they received 55 percent of the 1970/71 U.S. shipments.

The brisk foreign demand for our tallow reflects its price—it is one of the lowest priced fats and oils in the world today. Also, demand for fats in industrial and developing countries has been trending upward.

U.S. tallow prices are likely to continue at a relatively low level, resulting in a strong competitive position with other fats and oils in the world market. Tallow's principal competitors overseas are palm oil, coconut oil, and fish oil. These oils can be used for soap or for edible purposes, but their price is dependent upon competitive vegetable oils. Use of tallow in animal feeds continues to grow abroad.

Also, some of the inedible tallow shipped from the United States is reconstituted for edible purposes—which is not permitted here under existing Food and Drug laws.



## THE FERTILE FOURTH

Right now they're covered with trees or grass . . . all 100 million of them. Enough acres that could be developed for cropping in the lower Mississippi Valley and the Southeast to increase the Nation's cropland total by almost one-fourth.

USDA's Economic Research Service recently took a look at the Nation's land resources to pinpoint the amount and location of acreage not presently cultivated but which could conceivably shift into cropland.

The largest and most readily convertible parcels are in 17 States in the lower Mississippi Valley and Southeast. About three-fourths of this potential acreage is currently covered by woods while the rest is in pasture.

The ERS researchers figured that about half of the southern acres—49 million, to be exact—could even have yielded a profit growing crops at average 1970 production costs and product prices. "Profit" meant that the crops grown on the cleared land would have earned enough to pay a return on the private investment needed for clearing, in addition to covering average production costs.

The researchers pointed out, however, that the amount of land cleared would be considerably less if the repayment period on borrowed funds was as short as 5 years. Public and private drainage costs would probably be required in many areas. These costs were not considered in figuring the "profit."

The study also assumed that all of the additional land would have no

greater reclamation or operating costs than land already in production, even though some of the additional land lays in small isolated tracts and some is suitable only for limited cultivation.

The remaining southern acreage might conceivably shift into crop production only if product prices were considerably above 1970 levels.

Getting down to the particulars of the potentially profitable southern acreage:

Anywhere from 24 to 37 million acres of wooded land was suited for crops, depending on whether acreage considered only marginally profitable were included.

Likeliest candidate for planting on the ex-woodland at the 1970 price relationships was soybeans—possibly on as much as 20 million of the 24 million most profitable acres or 33 million of the total 37 million acres.

Planting on an added 20 million acres would be representative of a 48-percent hike in the Nation's total 1970 soybean area. And the 453 million bushels of soybeans the economists figured could have been produced on the acreage would be equivalent to a 40-percent rise in soybean output. Total U.S. production in 1970 was 1.1 billion bushels.

Rice would be another candidate for planting on the ex-woodland. According to the economists, rice would have been the most profitable crop on about 4 million acres. With the total U.S. rice area standing at only 1.8 million acres in 1970, the new land is equivalent to a whopping 211-percent increase in the Nation's planted area.

This would mean a 136-percent rise in output since the economists figured the new land would produce only 11.3 billion pounds, compared to the Nation's total of 8.3 billion in 1970.

Pastureland suited for cropping ranged from 9 million to 12 million acres if marginally profitable land were added in. Again, soybeans would have taken over nearly all converted land.

Obviously there are substantial land resources in this country which have the potential to be developed, if needed, at 1970 prices. There is real potential for increasing soybean and rice production. Adjustment problems now facing agriculture suggest the indicated shifts would require significant offsets or adjustments in price or production in other areas of the country.

Right now only a fraction of the potential cropland is being converted, despite its economic potential for land use conversion using 1970 product prices, production costs, and clearing costs. But the day may come in the future when this land will be needed. Were population to outpace farm production, were there to be a limit on farm chemicals which lowered production on present land—this southern wood and pastureland could be very important.

But that hardly scratches the surface of the U.S. formula feed industry. In fact, no one knew exactly how many plants manufactured formula feeds until USDA's Economic Research Service completed a study of the industry.

The study showed there were over 13,000 establishments producing formula feeds. About 7,900—each producing over 1,000 tons—constituted the heart of the industry and contributed almost 101 million of the 103 million tons of formula feeds produced in 1969.

Corporations owned 46 percent of these larger establishments and accounted for nearly two-thirds of the formula feed output. Farmer cooperatives owned 23 percent of the larger mills, and produced about a fifth of the feed. Individuals, partnerships, and others owned the rest of the 1,000-ton-plus establishments, which produced 15 percent of the formula feeds.

The 101 million tons of formula feeds were used in four basic ways: Around a half was commercially sold. About a fifth was fed to livestock and birds owned by feed establishments. Another fifth was custom ground or mixed to buyers' specifications. A tenth was custom fed on a contract basis to livestock or birds owned by others.

Commercial sales accounted for over half the formula feeds produced in the Corn Belt, Northeast, and Pacific States while feeding out their own animals was one of the more popular modes of disposition in the Southeast, Delta, and Southern Plains. These are agricultural areas typified by cattle feedlots and by contract production of broilers and eggs.

Custom grinding and mixing was an important disposition method in the Corn Belt, Lake States, and Northern Plains—areas where purchased supplements are fed in combination with home-grown grains. The three areas accounted for 17 out of 22 million tons of custom ground or mixed grain produced in 1969.

The big custom feeding areas were the Northern and Southern Plains and the Mountain States.

## THE MASTER MIXERS

Livestock producers spend about half their feed money on commercially prepared mixtures. Recently, the bill for formula feeds has totaled in the neighborhood of \$3½ or more billion annually.

Formula feeds are mixed by an industry that is often highly integrated with other agribusiness operations.

In fact, two-thirds of formula feed establishments that produce more than 1,000 of feed tons yearly derived their major gross income from selling farm supplies, marketing or storing grain, or feeding livestock or poultry. Only one-third reported sales of formula feed as their major gross income source.



# outlook

Digested from outlook reports of the Economic Research Service.  
Forecasts based on information available through April 1, 1972

**CATTLE OUTLOOK . . .** A strong feeder calf market will encourage stockmen to continue building their beef breeding herds. On January 1, 1972 there were nearly 98 million beef cattle on the Nation's farms, up 4 million from a year earlier, a larger increase than those of recent years. Beef cows and calves accounted for most of the increase, but steers and heifers over 500 pounds were up, too.



**FEEDER SUPPLY . . .** Look for more cattle on feed this year since the supply of animals to feed out is about a million over 1971.



**HOG SWING . . .** A sharp cyclical downswing in hog slaughter will dominate the 1972 pig picture. On December 1, 1971 there were 6 percent fewer market hogs and pigs on farms, so slaughter in the first half of 1972 will be down. Slaughter during the second half will remain small because the December 1971–May 1972 pig crop is estimated off 9 percent from a year earlier.



**PIG CROP . . .** Some producers will probably start holding on to gilts for expansion because of the increasingly favorable hog-corn ratio. It rose from 11 in early 1971 to 19 by late fall. In January it hit 21. Even so, a smaller pig crop is likely for June–November than a year earlier.



**TABLE TALK . . .** While we'll eat about the same amount of meat per capita this year as last, some shifts will take place. Beef consumption will probably rise 4 to 5 pounds per person, up from 1971's 113 pounds. Veal consumption will continue to slip. During 1971 it fell from 2.9 to 2.7 pounds. Pork consumption rose from 66 to nearly 73 pounds during 1971, but will probably drop 4 to 6 pounds this year because of the downturn in production.

**FEED, FEED, FEED . . .** Livestock producers started with a supply of 239 million tons of feed grains this year—a record high. And liberal feeding is expected to push use 5–6% above the 154 million tons of 1970/71. With exports around 21 million tons, about the same as last year, total disappearance will rise to 184 million tons. That'll leave carryover at the end of June around 55 million tons, 22 million above last year and the largest since 1964.



**A BORROWER BE . . .** Farmers are expected to use a record amount of credit this year—about 7% more than last year, which was also a record. Farm operating credit will amount to close to \$64 billion. Add in a real estate debt of around \$31 billion for a \$95-billion total.



**HIGH HOPES . . .** Farmers are optimistic and they're borrowing to become more efficient or meet higher costs. Gross farm income is headed up and net income is expected to increase about \$1 to \$1½ billion.



**ACRES FOR 1972<sup>1</sup> . . .** Planting intentions for 16 crops in the March 1 survey are for a total of 201 million acres—5%, or 10 million acres, less than last year. Here's a crop by crop rundown:

| Crop                   | 1972 March intentions | 1971 planted          | 1972 as a % of 1971 | %              |
|------------------------|-----------------------|-----------------------|---------------------|----------------|
|                        |                       | <i>Thousand acres</i> |                     | <i>Percent</i> |
| All corn               | 68,460                | 74,097                |                     | 92             |
| White corn (10 States) | 630                   | 1,131                 |                     | 56             |
| All sorghum            | 18,429                | 21,272                |                     | 87             |
| Oats                   | 21,026                | <sup>2</sup> 21,987   |                     | 96             |
| Barley                 | 10,395                | <sup>2</sup> 11,064   |                     | 94             |
| Durum wheat            | 2,482                 | 2,862                 |                     | 88             |
| Other spring wheat     | 10,683                | 13,119                |                     | 81             |
| Rice                   | 1,827                 | 1,826                 |                     | 100            |
| Soybeans               | 45,489                | 43,176                |                     | 105            |
| Flaxseed               | 1,305                 | 1,662                 |                     | 79             |
| Peanuts                | 1,537                 | 1,532                 |                     | 100            |
| Cotton                 | 13,529                | 12,351                |                     | 110            |
| Potatoes               | 1,363                 | 1,414                 |                     | 96             |
| Sweetpotatoes          | 119                   | 121                   |                     | 98             |
| Tobacco                | 850                   | <sup>3</sup> 843      |                     | 101            |
| Dry beans              | 1,475                 | 1,378                 |                     | 107            |
| Dry peas               | 155                   | 212                   |                     | 73             |
| Sugarbeets             | 1,388                 | 1,404                 |                     | 99             |
| Hay <sup>3 4</sup>     | 62,826                | 63,265                |                     | 99             |

<sup>1</sup> Excludes Alaska and Hawaii. <sup>2</sup> Includes acreage planted in preceding fall. <sup>3</sup> Harvested acreage. <sup>4</sup> Hay not included in 16-crop total.

**THE MIGHTY BEAN . . .** Soybean prices for the 1971 crop are averaging around \$3 per bushel, the highest since the 1947 crop brought farmers \$3.33. At present, reduced supplies are limiting marketings and usage is expected to run 1.2 billion bushels, 4% below 1970/71.

**SCRAPING BARREL BOTTOMS . . .** Soybean carryovers next September 1 will probably be down to minimum operating levels—possibly around 70 million bushels, as compared with nearly 100 million last year. This equals a 3-week supply for September and provides for little or no protection against delays in availability from the new crop.

**A NEW KING? . . .** Projections indicate soybeans will bring farmers larger cash receipts from marketings than corn. Last year soybeans returned a record \$3.4 billion, a fifth above 1970, tying corn for the No. 1 spot.

### STATISTICAL BAROMETER

| Item   | 1970  | 1971  | Latest data available |                  |
|--|-------|-------|-----------------------|------------------|
| Prices received by farmers<br>(1967=100)               | 110   | 112   | 120                   | Mar. 1972        |
| Prices paid, interest, taxes,<br>wage rates (1967=100) | 114   | 120   | 124                   | Mar. 1972        |
| Ratio (1967=100) <sup>1</sup>                          | 96    | 94    | 97                    | Mar. 1972        |
| Consumer price index:                                  |       |       |                       |                  |
| All items (1967=100)                                   | 116   | 121   | 124                   | Feb. 1972        |
| Food (1967=100)  | 115   | 118   | 122                   | Feb. 1972        |
| Disposable personal income (\$ bil.)                   | 687.8 | 741.2 | 754.8                 | ( <sup>3</sup> ) |
| Expenditures for food (\$ bil.)                        | 114.0 | 118.4 | 120.0                 | ( <sup>3</sup> ) |
| Share of income spent for<br>food (percent)            | 16.6  | 16.0  | 15.9                  | ( <sup>3</sup> ) |
| Farm food market basket: <sup>2</sup>                  |       |       |                       |                  |
| Retail cost (\$)                                       | 1,223 | 1,244 | 1,297                 | Feb. 1972        |
| Farm value (\$)  | 476   | 477   | 516                   | Feb. 1972        |
| Farmers' share of retail<br>cost (percent)             | 39    | 38    | 40                    | Feb. 1972        |
| Agricultural exports (\$ bil.)                         | 7.3   | 7.7   | .7                    | Feb. 1972        |
| Agricultural imports (\$ bil.)                         | 5.8   | 5.8   | .6                    | Feb. 1972        |
| Realized gross farm in-<br>come (\$ bil.)              | 56.6  | 58.6  | 60.9                  | ( <sup>3</sup> ) |
| Production expenses(\$ bil.)                           | 40.9  | 42.9  | 43.6                  | ( <sup>3</sup> ) |
| Realized net farm income<br>(\$ bil.)                  | 15.7  | 15.7  | 17.3                  | ( <sup>3</sup> ) |

<sup>1</sup> Ratio of index of prices received by farmers to index of prices paid, interest, taxes, and farm wage rates.

<sup>2</sup> Average annual quantities per family and single person households bought by wage and clerical workers 1960-61 based on Bureau of Labor Statistics figures.

<sup>3</sup> Annual rate, seasonally adjusted fourth quarter 1971.



## THE CITRUS SAGA

More American housewives serve oranges, in some form or other, than any other citrus fruit. That's the conclusion of a nationwide consumer survey carried out under the direction of SRS's Special Surveys Branch.

At the time of the survey, 9 out of 10 of the homemakers contacted reported using fresh oranges or orange juice at least once in the year preceding the interview. About 7 in 10 reported using orange juice at least once a week, and 4 out of 10 served it almost every day.

Each homemaker was asked to describe her family's idea of the ideal orange juice. The interviews with over 2,000 people revealed a slight preference for unsweetened over sweetened orange juice and for a smooth drink, rather than one that contained orange pieces or pulp. However, survey results pointed out that the orange juice market is highly diversified and can be best met by a variety of products.

Fresh home squeezed orange juice rated best for taste and nutritional value with the homemakers. Overall excellent scorer on cost and ease of storage was frozen orange juice, while

canned was tops for convenience.

Powdered orange drinks were rated much lower than fresh, or frozen, and on a par with canned, on taste, cost, and nutritional value. However, they proved fairly popular on the basis of ease of storage.

Fresh oranges were used for purposes other than juice in 9 out of 10 households. About half of the homemakers said they used fresh oranges as fruit once a week—mostly peeled or cut. Runner-up use: in salads or gelatin dishes.

Approximately 7 out of 10 homemakers had served grapefruit in some form in the preceding year. Roughly half had used grapefruit juice and three-fourths reported using grapefruit for other purposes.

Many household members, particularly children, disliked fresh grapefruit and grapefruit juice. Taste, often described as bitter or sour, was the most often cited reason. Among grapefruit juice users, canned was the most popular form; frozen concentrate was the least popular.

About 4 out of every 5 homemakers used fresh lemons, chiefly for lemonade and in tea. Use in cooking and in preparation of seafood was also frequently mentioned.

Processed lemon products were served by roughly three-fourths of the homemakers. Nearly half said they used frozen concentrate lemonade and bottled reconstituted lemon juice. Other processed lemon products received infrequent mention.

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